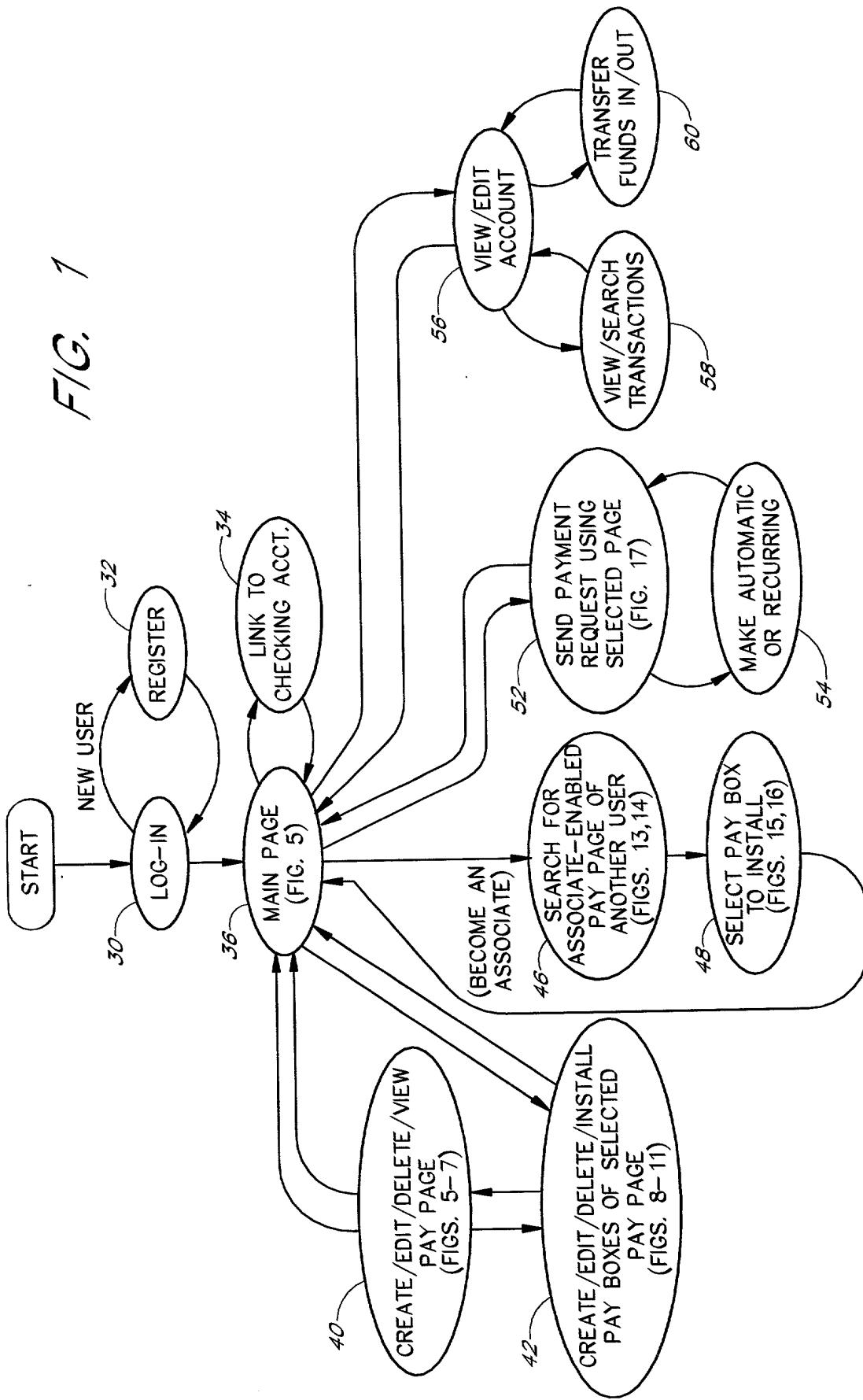


FIG. 1



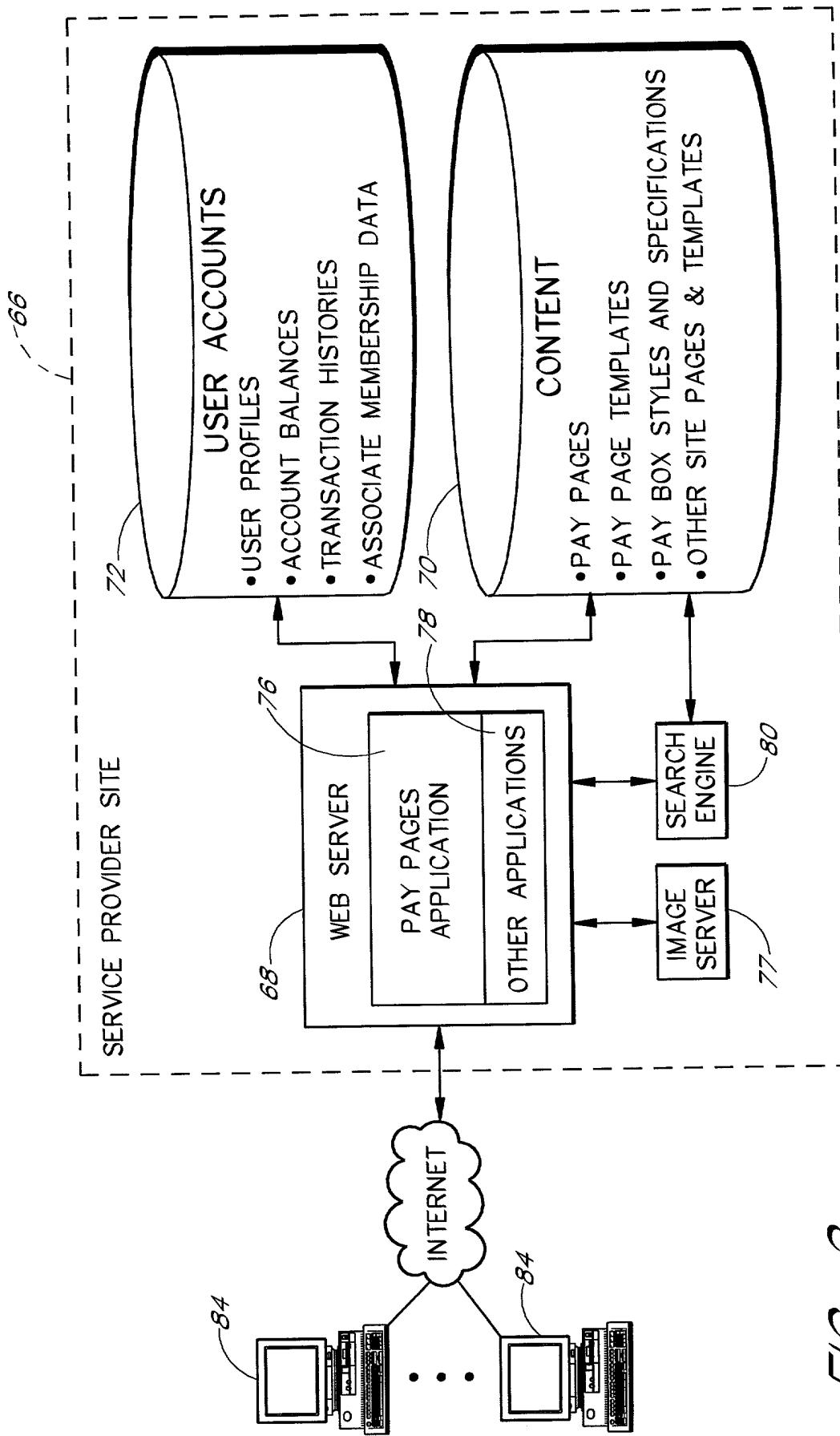
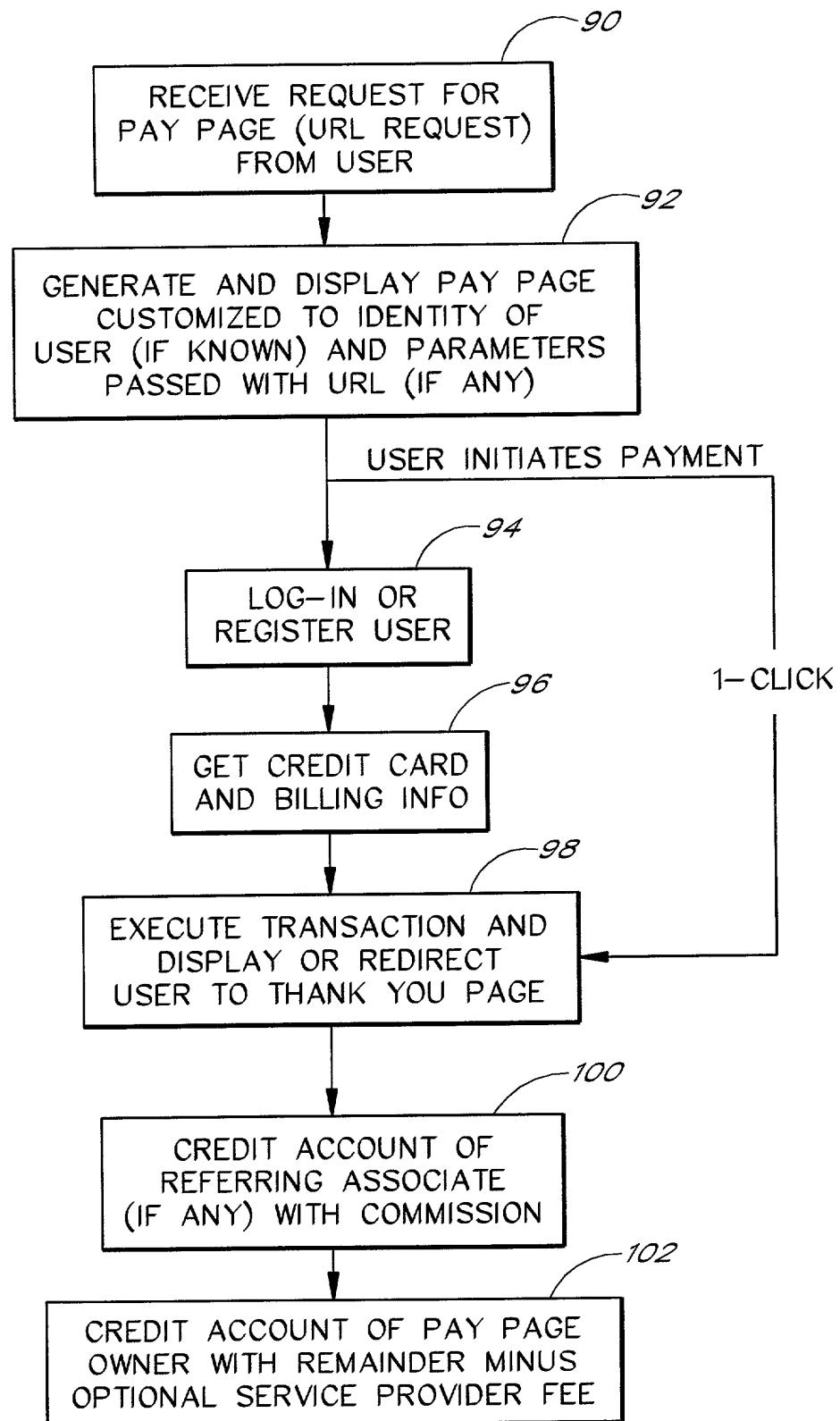


FIG. 2



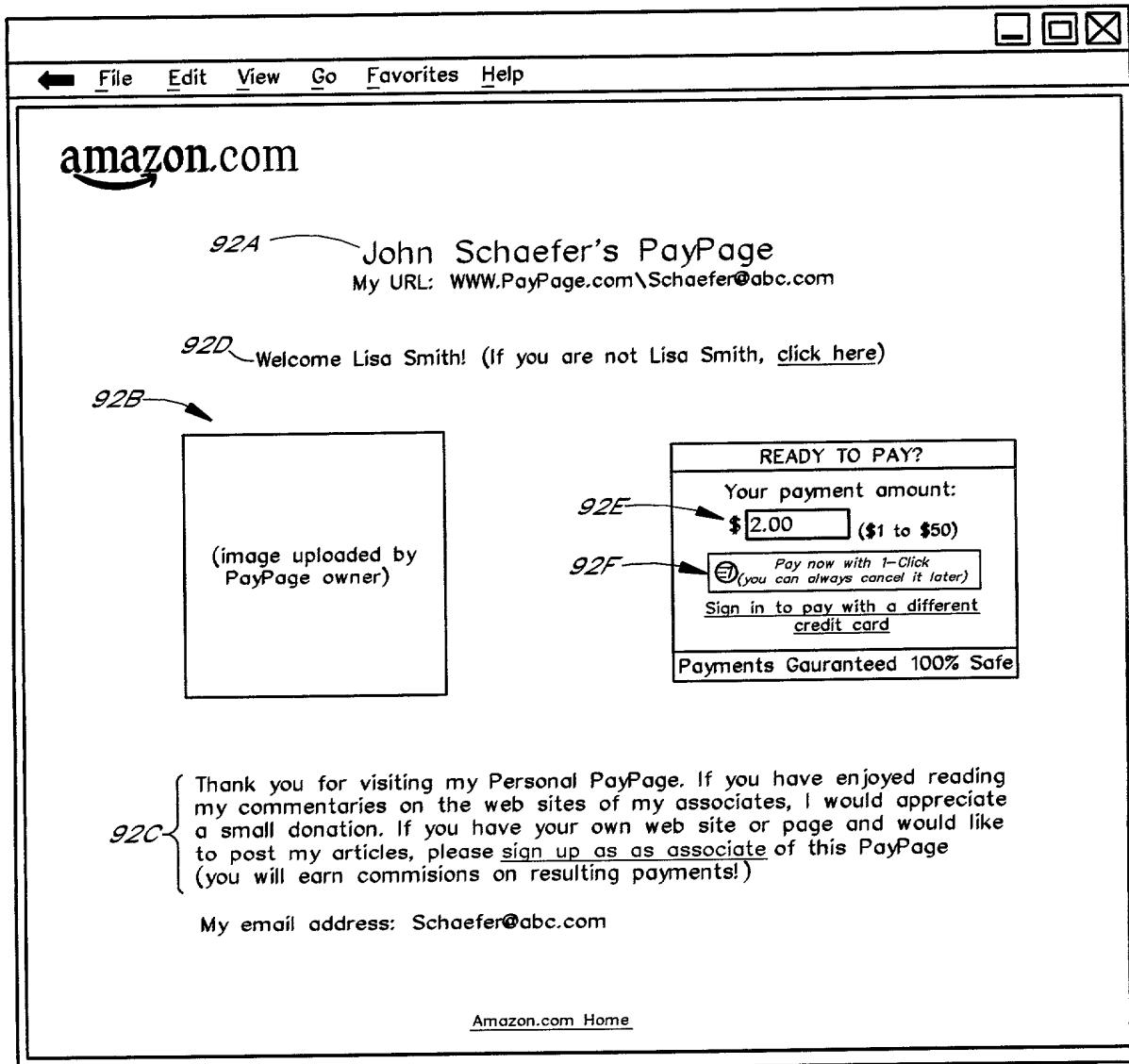


FIG. 4

The screenshot shows a web browser window with the amazon.com logo at the top. The menu bar includes File, Edit, View, Go, Favorites, and Help. The top right features a shopping cart icon, 'YOUR ACCOUNT', and 'HELP'. Below the header, there are three buttons: 'YOUR PAYPAGE ACCOUNT', 'MANAGE PAYPAGES', and 'HELP'. The main content area starts with a message: 'You currently have \$450.00 in Your PayPage Account'. To the right is a link to 'Manage all aspects of your PayPages from this one convenient location. Learn more about managing your PayPages.' Below this is a section titled 'Top 5 Questions' with a numbered list of frequently asked questions. To the right is a section titled 'You Have 3 Active Pages' showing two entries: 'Steven Smith's The Fern' and 'Amy's PayPage', each with 'Edit' and 'Delete' buttons and a list of actions. At the bottom left is a 'Become a PayPage Associate!' section.

You currently have
\$450.00 in Your PayPage Account.

Manage all aspects of your PayPages from this one convenient location. Learn more about managing your PayPages.

Top 5 Questions

1. How do I edit a PayPage?
2. Can I have more than one PayPage?
3. How do I create additional pay boxes?
4. How do I delete a PayPage?
5. Should I have PayPage associates?

You Have 3 Active Pages

Steven Smith's The Fern
Created: 08/08/2000

- View this PayPage
- Manage this PayPage's pay boxes.
- Send payment request

Amy's PayPage
Created: 08/08/2000

- View this PayPage
- Manage this PayPage's pay boxes.
- Send payment request

Become a PayPage Associate!
Host your favorite website's PayBox. Earn money for you both.
►Here's how.

FIG. 5



Manage PayPage

step one

Customize Your PayPage

Every PayPage has several features so you can tailor the PayPage to your specific needs. Click Edit in each category to customize your PayPage settings. When all your settings are correct, click Continue to preview your PayPage. See a [sample PayPage](#).

[Continue ►](#)

1. Your Messaging (required)

Click Edit to make changes. [Learn more.](#)

PayPage Description: Welcome to my PayPage.
Payment is...

Thank-you Message: Thank you for visiting my
PayPage. I appreciate...

Thank-you E-mail: Again, thank you for visiting my
PayPage. I...

[Edit](#)

2. Your Title and Color Scheme (optional)

Click Edit to make changes. [Learn more.](#)

PayPage Title: [registrar's name]'s PayPage

Text Color:

Background Color:

[Edit](#)

3. Your PayPage's Image (optional)

Click Edit to make changes. [Learn more.](#)

Uploaded Image: C://mypictures/paypage.jpg

[Edit](#)

4. Your Payment Settings (optional)

Click Edit to make changes. [Learn more.](#)

Default Amount: \$x.xx

Minimum Amount: \$x.xx

[Edit](#)

5. Your Advanced Settings (optional)

Click Edit to make changes. [Learn more.](#)

Allow other Amazon.Com

Customers to become

associates for this PayPage: Yes

Your Location: Seattle

E-mail address: email@email.com

Thank-you Page URL: http://www.url.com

[Edit](#)

6. Your Payment Counter (optional)

Click Edit to make changes. [Learn more.](#)

Display: Number of Payments

Goal Graph: Yes

Goal Amount: \$xxxx.xx

[Edit](#)

[Continue ►](#)



Manage PayPage step two

Preview Your PayPage

Your visitors will see this PayPage after they click its paybox on your website. If you are happy with this PayPage, click **Continue** to move on to select a paybox. Click **Go back** to make changes.

[◀ Go back](#)

[Continue ▶](#)

Phowl

Hello, Griffen McDade! (if you're not Griffen McDade, [click here](#))

About Amazon Honor System

1. [The Amazon Honor System lets you support your favorite websites.](#)
2. [Paying is fast and easy: just click the Pay Now button to begin.](#)
3. [Your credit card is secure.](#)
4. [Your privacy is protected.](#)

[▶ Learn more](#)

Phowl's MP3s The Chicken Dance and Halloween 1990

Description:

Legendary jam band Phowl has amassed one of the most loyal and colorful followings in rock history. Now, Phowl followers can download the band's first official recordings....[read more](#)

You are paying: Phowl (phowl)

Details from Phowl

Phowl's MP3s The Chicken Dance 1990

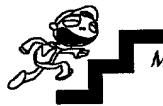
Legendary jam band Phowl has amassed one of the most loyal and colorful followings in rock history. Now, Phowl followers can download the band's first official recordings—commonly known as *The Chicken Dance* and previously available only through Phowl Dry Goods—in MP3 format. Also available in MP3 is the band's 1990 concert recorded at Colorado College. You're on your honor to pay when you download. Thanks from Phowl..

Questions about this recipient or its website? Contact:
whitephowl@phowl.com

Privacy Notice: Amazon.com will never release any information about you to the recipient. [Learn more about privacy.](#)

[Continue ▶](#)

FIG. 7



Manage PayPage

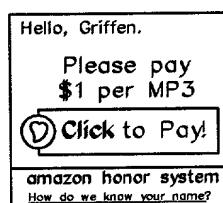
step three

Choose a Pay Box Style

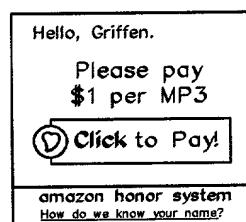
A paybox should compliment your website. Choose the paybox style you prefer and click Continue. You'll customize the paybox in the next step. You can always return to this page later. Go to Manage Pay Pages if you prefer not to select a paybox now.

Select One

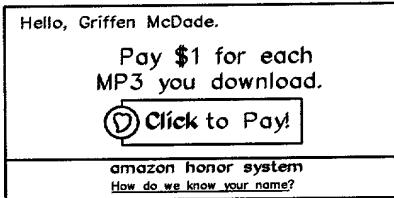
Style



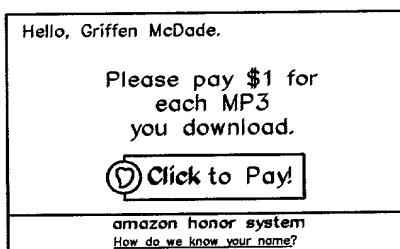
120 x 120



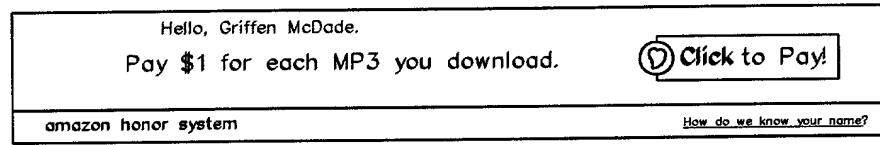
125 x 125



200 x 115



200 x 200



486 x 60

Continue ►

FIG. 8



Manage PayPage

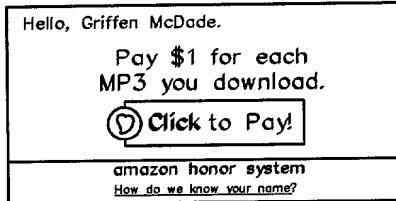
step four

Create a Paybox

This is the style paybox you chose for your website. When your settings are correct, click Continue to preview your paybox. If you'd like to choose a different paybox style, click Go Back to make a new selection.

[◀ Go back](#)

[Continue ►](#)



200 x 115

Greeting: ▾

Amazon.com customers will be greeted by name—for example "Hi, Chris Jones!"

Your Message:

Use this text to encourage your maximum 15 characters visitor to pay. [See examples.](#)

Choose a Border Color: ▾

Select from the menu:
([See examples](#) of these colors.)

Tip Amount:
(Optional)

While this amount will not appear on your Paybox, it will appear as the suggested amount on your PayPage. [Learn more.](#)

[Continue ►](#)

FIG. 9



Manage PayPage step five

Preview and Install Your Pay Box

Here is a preview of the pay box you created. Now, you can either:

1. click **Edit** to make corrections;
2. follow the instructions to install the pay box on your website in the **Install the Pay Box** section below; or,
3. click **Continue** to save this pay box and return here later for installation instructions.

Preview of your pay box

Hi, Griffen McDade.
Support Phowl! Pay \$1 for each MP3 you download.
Click to Pay!
amazon honor system
How do we know your name?
Edit **Continue ►**

Install the pay box

Please follow the directions below to install the pay box on your website. If you want more detail than the directions below provide, click the more detailed instructions link near the bottom of this page. Please click **Continue** when you are finished.

Here's the HTML code for your pay box:

```
<img src =
"http://www.amazon.com/exec/varzea/tipbox/A1X0XFS37WTVOF/TMLPQ4D5H3GYZ/Z01Y2455306Y5123188
.gif" usemap="#tipmap">

<area coords="40, 100, 160, 160" href="http://www.amazon.com/exec/varzea/payP2K22M0VKTMBOP?
amount=1.00">
<area coords="23, 183, 178, 195" href="http://www.amazon.com/exec/varea/subst/financial-exchange
/help/pay-box-placement.html">

```

Directions

- Highlight and copy the HTML code in the box above.
- Paste the copied HTML code into the appropriate place in your web page's HTML code. Your identifying information is already imbedded in the HTML.
- You don't need to copy any graphic because the HTML code already specifies the graphic you want.

Continue ►

FIG. 10

amazon.com | YOUR ACCOUNT | HELP

YOUR PAYPAGE ACCOUNT | MANAGE PAYPAGES | HELP

Manage PayPages > Manage Pay Boxes

The pay boxes you created for this PayPage are shown below. Click to **Edit** or **Delete** any of the pay boxes or to **Add a New Pay Box**.

You have 3 active Pay Boxes

[Create a new Paybox](#)

► [Preview and add this link to a website.](#)

Hello, Griffen McDade.
Support Phowl! Pay \$1 for each MP3 you download.
[Click to Pay!](#)

amazon honor system
How do we know your name?

[Edit](#) [Delete](#)

► [Preview and add this link to a website.](#)

Hello, Griffen.
Please pay
\$1 per MP3
[Click to Pay!](#)

amazon honor system
How do we know your name?

[Edit](#) [Delete](#)

► [Preview and add this link to a website.](#)

Hello, Griffen McDade.
Support Phowl! Pay \$1 for each MP3 you download.
[Click to Pay!](#)

amazon honor system How do we know your name?

[Edit](#) [Delete](#)

► [Preview and add this link to a website.](#)

FIG. 11

amazon.com

YOUR ACCOUNT SEND MONEY REQUEST MONEY ASSOCIATES CENTRAL HELP

YOUR ACCOUNT | HELP

Create Your PayPage

Continue

Page or Event Title:

Your Name:

Organization Name:

Suggested Amount: (optional) \$

Describe Your Organization:
Limit 4,000 characters (spaces count). Feel free to use basic HTML in your description.

Add Your Logo: (optional)
Image tips
Click "browse" to locate your .jpg or .gif image file on your computer. (20K limit)

Your E-mail Response:
This is what your patron will receive as a "thank you" from your organization.

Charities Enter Exempt Organization Number:
What is this?

Allow Syndication: 00.0% 02.5% 05.0% 10.0% 15.0%
What is this?

Your Organization's URL:
Why we need this.

Continue

FIG. 12

The screenshot shows a web page with the Amazon logo at the top. To the right are links for 'YOUR ACCOUNT' and 'HELP'. Below the logo is a search bar with the placeholder text: 'Search for PayPages to Associate with. Fill in Name or Description and click Go!'. The search field contains 'Animal Society' and has a 'GO!' button. Below the search bar are fields for 'City: (optional)' and 'State: (optional)'. To the right of the search bar is a section titled 'Associates How-To' with the sub-section 'Step One: Find a PayPage'. It includes a description and a link to 'Unsure how?'. Below this is 'Step Two: Install a Paybox on Your Website' with a description and a link to 'Learn more.'. At the bottom is 'Step Three: Make Money.' with a description and a link to 'Learn more.'.

amazon.com

SEARCH

Associates How-To

Here's everything you'll need to become an Associate in three easy steps.

Step One: Find a PayPage

Use the Search box to the left to find PayPages to become an Associate. Search by name (example: Humane Society) or description (example: animal welfare) and optionally limit your search to a city or state. Choose a PayPage from the search results list.

Step Two: Install a Paybox on Your Website

The PayPage you're hosting offers one or more links. Choose the one that best suits your website. Based on your choice, we'll give you a few lines of HTML code (which includes the image link) to cut and paste into your site. [Unsure how?](#)

Step Three: Make Money.

Every time a visitor to your website clicks on a hosted paybox and makes a payment, you earn a commission. [Learn more.](#)

1. [Who can I be an Associate of?](#)

2. [What is a Paybox?](#)

3. [How much do I earn?](#)

4. [How do I get my money?](#)

5. [How can I market a Paybox?](#)

FIG. 13

amazon.com

SEARCH

Search for PayPages to Associate with. Fill in Name or Description and click Go!

Name or Description:

City: (optional)

State: (optional)

There are 4 results for Animal Society

These people or organizations have PayPages matching your search query. Click a PayPage link to see the page as your website's visitors will see it when they click to pay. Click a paybox link to see the corresponding payboxes and choose which to install on your website.

- 1. The Animal Society in Pittsburgh, PA**
The Pittsburgh Animal Society uses your donations to shelter hundreds of...
[PayPage](#) | [Payboxes](#)
- 2. The Animal Society in Seattle, WA**
Your donations are used to feed and shelter hundreds of animals in the Seattle...
[PayPage](#) | [Payboxes](#)
- 3. The Animal Society in Los Angeles, CA**
Your donations are used to feed and shelter hundreds of animals in the LA...
[PayPage](#) | No payboxes available at this time.
- 4. The Animal Society in Hingham, MA**
Your donations are used to feed and shelter hundreds of animals in the Hingham...
[PayPage](#) | [Payboxes](#)

FIG. 14

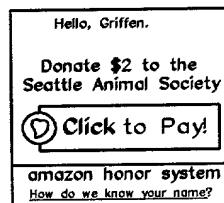


YOUR ACCOUNT

HELP

Available PayPage Links for The Animal Society in Seattle WA

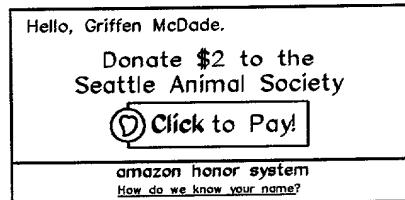
The PayPage you've chosen offers these payboxes for display on your website. Select the one you want and click **Continue**. We'll walk you through the copy-and-paste installation process.

Select One**Style**

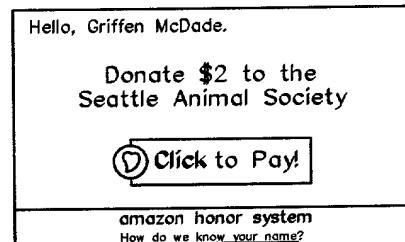
120 x 120



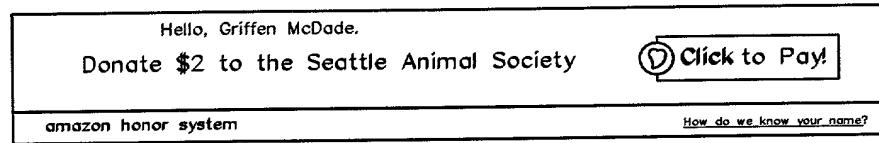
125 x 125



200 x 115



200 x 200



486 X 60

Continue ►**FIG. 15**

amazon.com

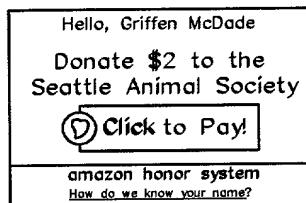


YOUR ACCOUNT

HELP

Associates > Install a Paybox on your Website

Here's the paybox you've chosen to install on your website:



Here's the paybox's HTML code:

```
<img src =
"http://www.amazon.com/exec/varzea/tipbox/A1X0XFS37WTVOF/TMLPQ4D5H3GYZ/Z01Y2455306Y5123188.gif"
usemap="#tipmap">
<map name="tipmap">
<area coords="40, 100, 160, 160" href="http://www.amazon.com/exec/varza/pay/P2K22M0VKTMB0P
/associd">
<area coords="23, 183, 178, 195" href="http://www.amazon.com/exec/varzea/subst/financial-exchange
/help/pay-box-placement.html">
</map>
-- jonathan
```

Directions

- Highlight and copy everything in the shaded area.
- Your Identification is already imbedded in the HTML.
- You don't need to copy any graphics because the HTML code already specifies the graphic you want.
- Would you like more detailed instructions? [Click here](#)

FIG. 16



YOUR ACCOUNT

HELP

Send Payment Request

Enter the names and email address(es) of one or more payment request recipients (select from your address book):

Name

⋮

Email

⋮

Enter optional description
(Note: This will override the
description in your PayPage)

Enter optional payment amount.
(Note: This will override any suggested
payment amount in your PayPage)

\$

Make this payment request automatic or recurring

108

FIG. 17

To: Erin Indianer
From: Renee Indianer
Re: Payment Request

Dear Erin,

Renee Indianer has sent you a payment request. Please click here to review the request.

110

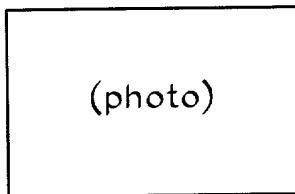
FIG. 18

amazon.com

Renee Indianer's PayPage

My URL: www.PayPages.com\Renee@ABC.com

Welcome back Erin Indianer! ([click here](#) if you're not Erin Indianer)



Dear Erin Indianer:

Please contribute at least \$10 for Beth's birthday present.
We will give her an anonymous check at her party on
Friday. Thanks!

READY TO PAY?
Your payment amount:
\$ <input type="text" value="1.00"/> (\$1 to \$50)
 Click to Pay!

FIG. 19

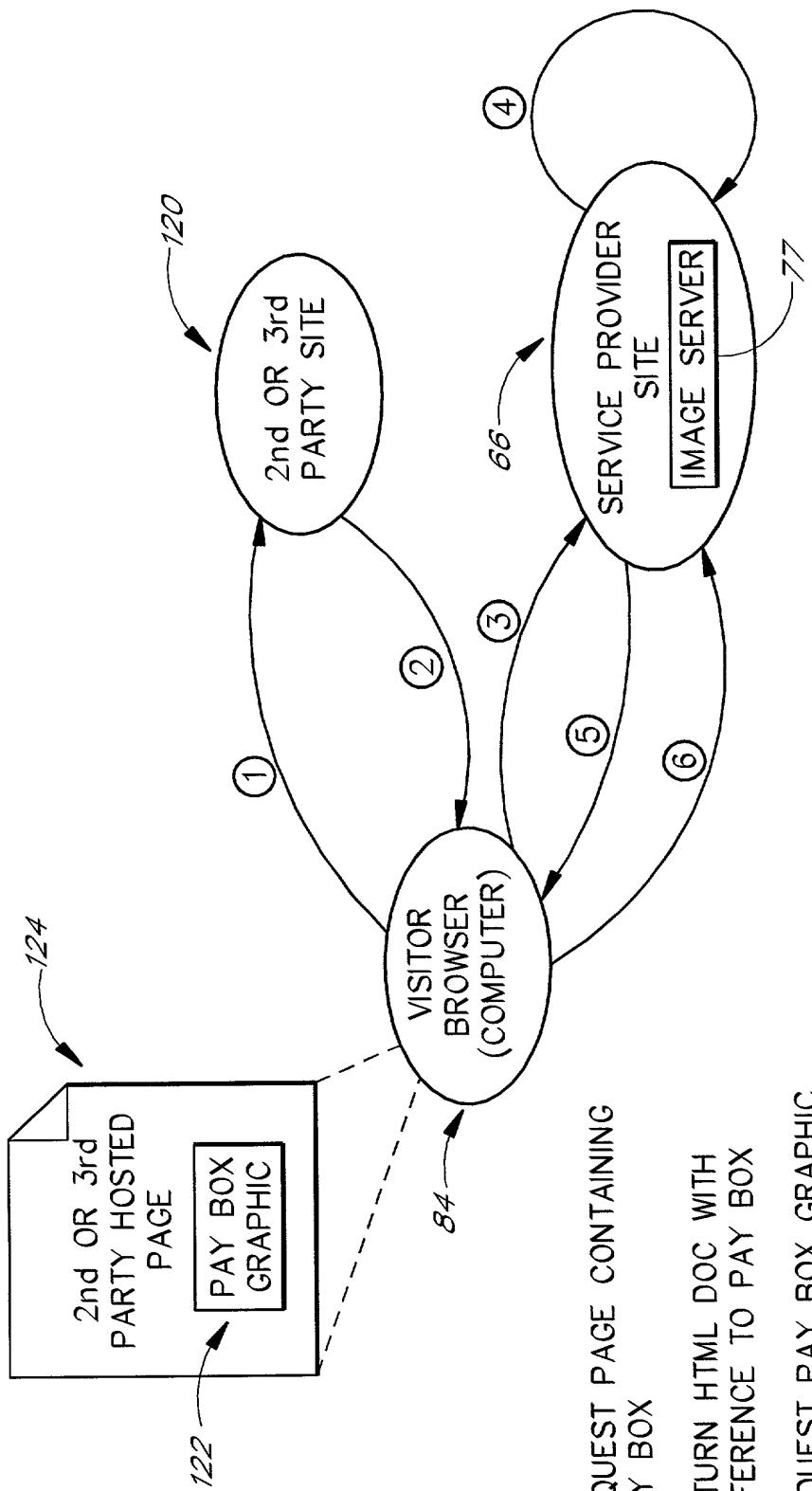
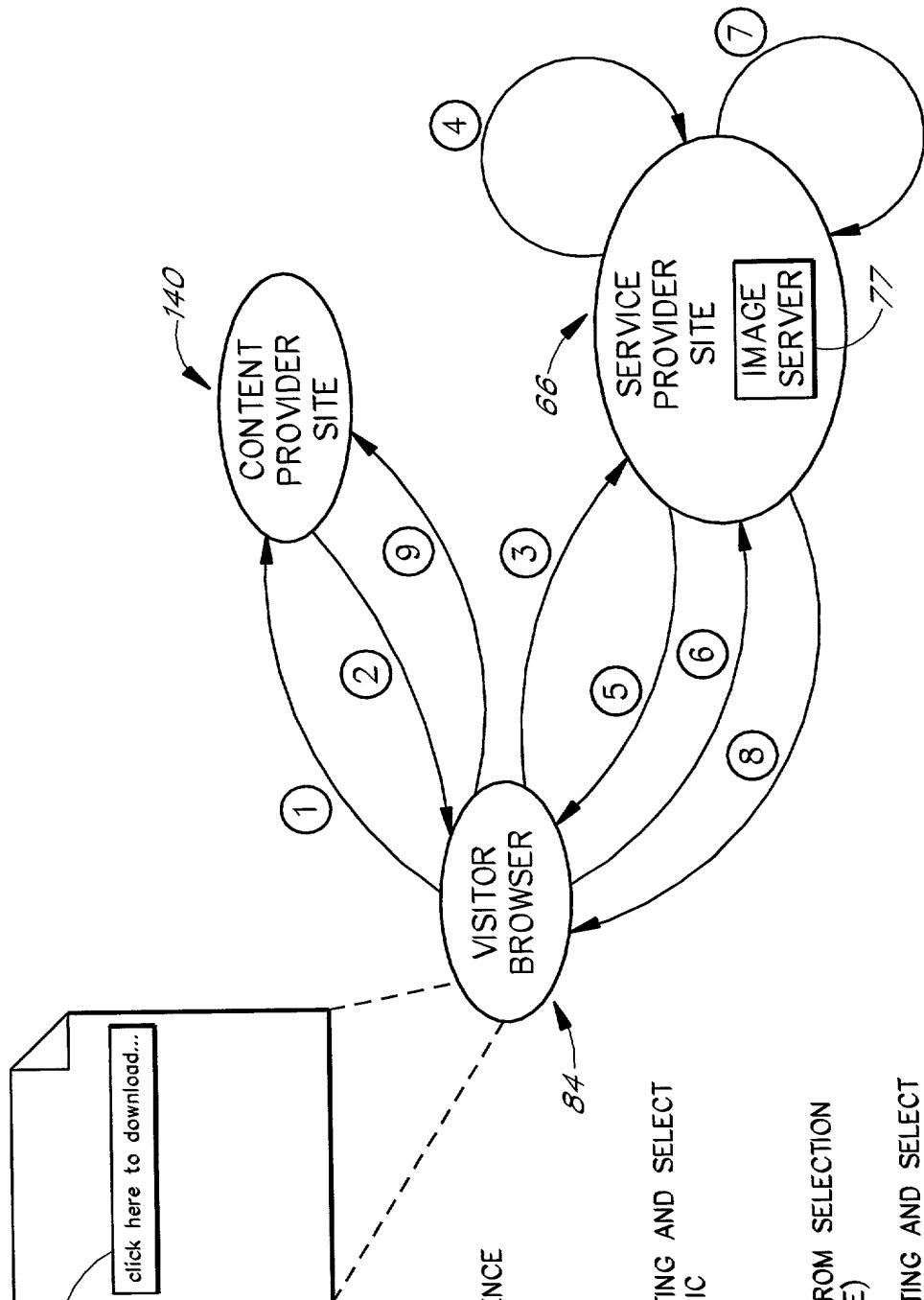
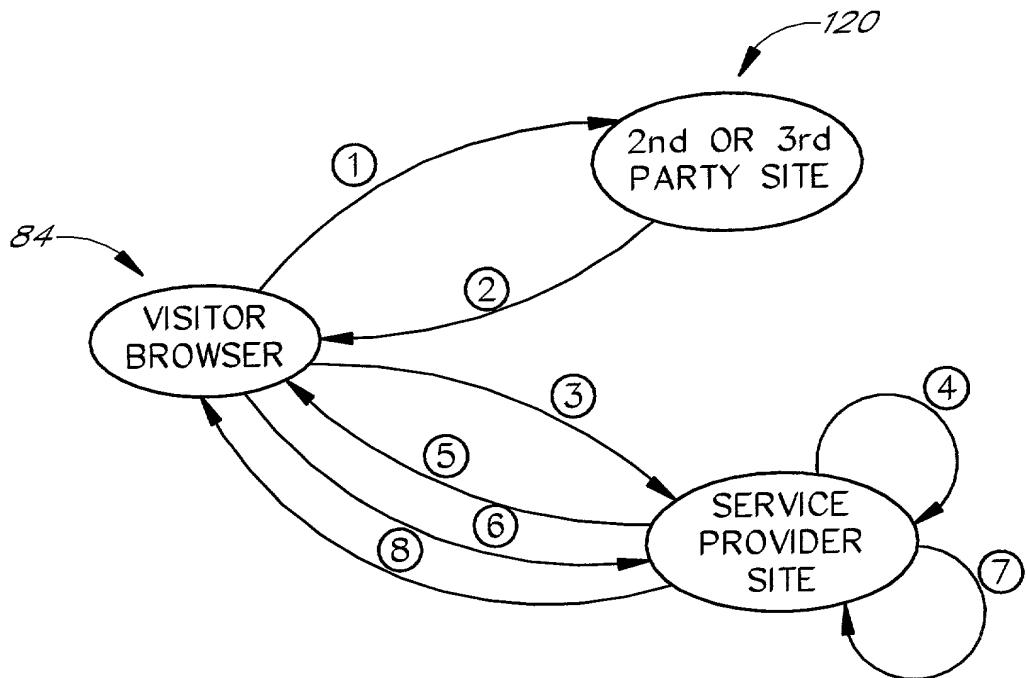


FIG. 20



- ① PAGE REQUEST
- ② HTML DOC WITH REFERENCE TO GRAPHIC
- ③ REQUEST FOR GRAPHIC (W. COOKIE)
- ④ LOOK UP VISITOR'S RATING AND SELECT CORRESPONDING GRAPHIC
- ⑤ SELECTED GRAPHIC
- ⑥ REQUEST GENERATED FROM SELECTION OF GRAPHIC (W. COOKIE)
- ⑦ LOOK UP VISITOR'S RATING AND SELECT CORRESPONDING DESTINATION URL
- ⑧ REDIRECT MESSAGE SPECIFYING URL OF RATINGS-BASED CONTENT
- ⑨ REDIRECTED REQUEST FOR RATINGS-BASED CONTENT

F/G. 21



- ① PAGE REQUEST
- ② HTML DOC. WITH REFERENCE TO PAY BOX GRAPHIC
- ③ PAY BOX GRAPHIC REQUEST PLUS COOKIE
- ④ GENERATE 1-CLICK VERSION OF PAY BOX GRAPHIC
- ⑤ 1-CLICK PAY BOX GRAPHIC
- ⑥ REQUEST GENERATED FROM SELECTION OF GRAPHIC (PLUS COOKIE)
- ⑦ EXECUTE TRANSACTION USING 1-CLICK SETTINGS
- ⑧ REDIRECT BROWSER DIRECTLY TO "THANK YOU" URL

FIG. 22

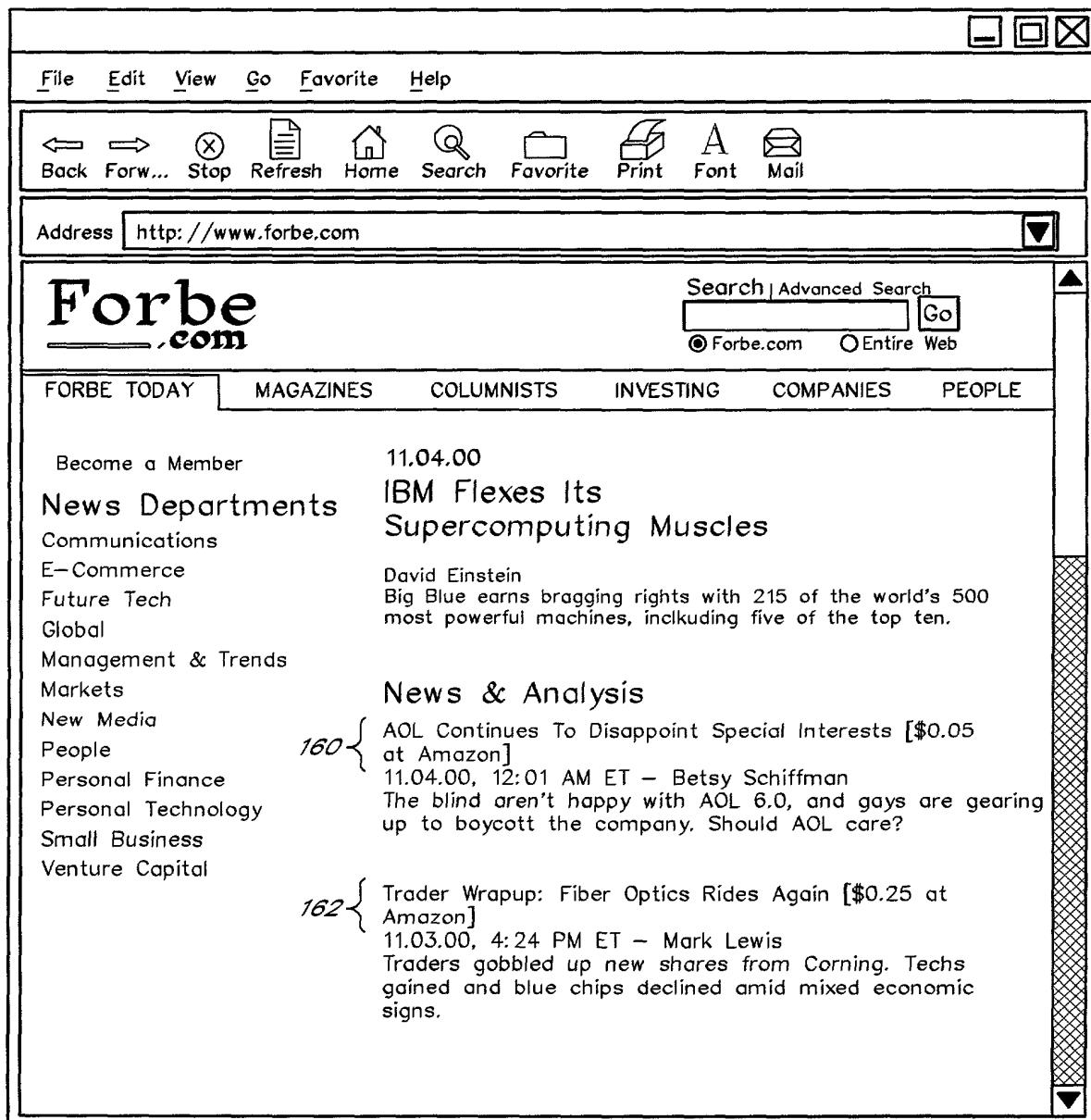


FIG. 23

File Edit View Go Favorite Help

Back Forward Stop Refresh Home Search Favorite Print Font Mail

Address <http://www.forbe.com>

Thanks for paying with Amazon Honor System from [amazon.com](#)

Hello FuMing! \$0.05 has been posted to Your Honor System Account

Search [Customers who bought this...](#) [Related Products](#)

Discussion Area

Add a Comment

Refresh Comments

Notification On

FuMing Young 11/10/00 17:17:39 EST

great!

John Smith 11/09/00 16:22:51 EST

cool

John Smit 11/08/00 21:05:37 EST

This is so cool!

John Smith 11/07/00 19:35:31 EST

great article about AOL

To Add a Comment

Click the "Add a Comment" button (above) to discuss this article with other recipients

FORBE TODAY MAGAZINES COLUMNISTS INVESTING COMPANIES PEOPLE

FORBE TODAY MAGAZINES COLUMNISTS INVESTING COMPANIES PEOPLE

home > Management & Trends

Management & Trends

AOL Continues To Disappoint Special Interests

Betsy Schiff, [Forbe.com](#), 11/04/00, 12:01 AM ET

Silicon Valley — America Online used to brag that if it were a country, its population would be the 43rd-largest among the 188 members of the United Nations. That was way back in 1999, when the company had 20 million subscribers, and the Time Warner merger was barely a glint in the eye of AOL Chief Executive **Steve Case**.

Less than a year later, AOL (nyse: AOL) has 25 million subscribers, and it is well on its way to completing the Time Warner (nyse: TWX) deal. But some of AOL's members are restless. The \$2 billion company is already facing all the political protests of a small country.

Amazon.com Honor System > Creating PayLinks

Creating PayLinks

Easily and seamlessly accept online payments for your digital content on your own site. You determine the amount and can choose from other value-added features such as the Customer Review module.

1. Add a little code around the link to your premium content

For example, if you have the following link to an article you'd like to charge 5 cents for on your web page....

```
<A HREF="http://www.your-  
site.com/premium_story.htm">  
Headline of Your Article</A>
```

...All you have to do is add the following code (in italics below) and specify the amount you'd like to charge and the unique id we assign to you (so we know where to send the money)...

```
<A HREF="http://cogniquest.com/test/wwc/grab.cgi?  
cp=fuming&amt=.25&url=  
http://www.your-site.com/premium_story.htm">  
Headline of Your Article</A>
```

2. Add value-added features like Customer Reviews

By just adding another parameter (in italics) to your link, you can add a Customer Review module to your content.

```
<A  
HREF="http://cogniquest.com/test/wwc/grab.cgi?  
cp=fuming&amt=.25&reviews=yes&url=  
http://www.your-site.com/premium_story.htm">  
Headline of Your Article</A>
```

<graphic showing placement of review module on example page>

You can insert the PayLink code yourself or by using our PayLink Creation Tool.

Use the Back button on your browser to return to the Amazon.com Honor System homepage.

FIG. 26



PayLink Creation Tool

Choose the options for your PayLink below. Click **Continue** when you are finished.

Continue ►

A. Basic Link Data (required)

Your Nickname:

Content Location (URL):

Content Title:

Amount: (\$0.99 Maximum)

B. Special Features (optional)

Customer Reviews: No Yes
(What is this?)

Accept Honor Club Subscriptions: No Yes
(What is this?)

Continue ►

FIG. 27



Your PayLink

Your PayLink has been created. Adding it to your site is easy. Just copy the HTML code below and paste it on to your web page.

Directions

- Choose what type of link you would like: text or image.
- Copy everything from the box associated with the link type you choose.
- Paste it into the appropriate place in your HTML. Your tracking ID (fuming) is already embedded in the HTML.

Option A: Text PayLink

Text Link Preview

Premium Story [\$.05 at Amazon]

Test your link by clicking the title above.

Text Link HTML

```
<A HREF="http://cogniquest.com/test/wwc/grab.cgi?<input type="button" value="▲" style="float: right; margin-right: 10px;"></input>cp=fuming&amt=.05&url=http://www.contentprovider.com/story1.html">Premium Story</A><input type="button" value="▼" style="float: right; margin-right: 10px;"></input>
```